We claim:

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- 1. A method for transforming a plant with a transgene, comprising the steps of:
 - a. culturing an intact explant of the plant in nutritive medium;
- b. electroporating the explant with a pulse length of at least about 50 milliseconds to produce a transformed explant;

wherein the transgene is stably integrated into a chromosome of a cell of the transformed explant.

- 2. The method of claim 1, wherein the pulse length is from about 90 to about 300 milliseconds.
- 3. The method of claim 1, wherein the pulse length is from about 90 to about 250 milliseconds.
- 4. The method of claim 1, wherein the pulse length is from about 90 to about 200 milliseconds.
- 5. The method of claim 1, wherein the pulse length is from about 90 to about 150 milliseconds.
 - 6. The method of claim 1, wherein at least two transgenes are electroporated in step b.
 - 7. The method of claim 1, wherein a marker gene is also electroporated in step b.

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8. The method of claim 6, wherein a marker gene on a separate DNA molecule is also electroporated in step b.

- 9. A method of producing a transgenic plant comprising the steps of:
 - a. culturing an intact explant of a plant in nutritive medium;
- b. electroporating the explant with a pulse length of from about 50 to about 500 milliseconds to produce a transformed explant, wherein the transgene is stably integrated into a chromosome of a cell of the transformed explant; and
 - c. regenerating the transgenic plant from said transformed explant.
- 10. The method of claim 9, wherein the pulse length is from about 90 to about 300 milliseconds.
- 11. The method of claim 9, wherein the pulse length is from about 90 to about 250 milliseconds.
- 12. The method of claim 9, wherein the pulse length is from about 90 to about 200 milliseconds.
- 13. The method of claim 9, wherein the pulse length is from about 90 to about 150 milliseconds.

- 14. The method of claim 9, wherein at least two transgenes are electroporated in step b.
- 15. The method of claim 9, wherein a marker gene is also electroporated in step b.
- 16. The method of claim 9, wherein a marker gene on a separate DNA molecule is also electroporated in step b.
 - 17. The method of claim 16, wherein the transgenic plant lacks the marker gene.
 - 18. The method of claim 16, wherein the marker gene is the IPT gene.
- 19. The method of any of claims 1-18 wherein the plant is selected from the group consisting of monocots, dicots, and gymnosperms.
- 20. The method of claim 19 wherein the plant is selected from the group consisting of chrysanthemum, petunia, and rose.
 - 21. A transgenic plant produced by the method of any of claims 1-18.
 - 22. A transgenic plant produced by the method of claim 19.
 - 23. A transgenic plant produced by the method of claim 20.

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24. A method of producing a transgenic plant lacking a marker gene, comprising the

a. culturing intact plant tissue;

steps of:

- b. transforming the plant tissue with a transgene and a stimulatory gene, wherein the trait gene and the stimulatory gene are on separate nucleic acid molecules, to produce transformed plant tissue, wherein the transgene is stably integrated into a chromosome of a cell of the transformed plant tissue, and wherein the stimulatory gene is present in at least one cell of the plant tissue;
 - c. regenerating transgenic plants from said transformed plant tissue; and
 - d. selecting transgenic plants which lack the stimulatory gene.
- 25. The method of claim 24, wherein the transformation of step b. is performed by a method selected from the group consisting of agrobacterium-mediated transformation, the gene gun, magnetophoretic delivery, immobilization of the nucleic acids on silicon fibers, and microinjection of nucleic acids.
- 26. The method of claim 24, wherein the stimulatory gene is selected from the group consisting of IPT and genes involved in the biosynthesis plant growth regulators.
 - 27. The method of claim 26, wherein the stimulatory gene is IPT.